

Listing of Claims:

1. (currently amended) A method for modifying enhanced programming for an interactive television system, the method comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast;

replacing the first trigger with a second trigger according to pre-selected customer preferences; and

sending the second trigger to the interactive television system with the television broadcast.
2. (original) The method of claim 1, wherein the first trigger comprises a first link to a first set of enhanced content.
3. (original) The method of claim 2, wherein replacing the first trigger with a second trigger comprises:

replacing the first link with a second link to a second set of enhanced content.
4. (original) The method of claim 3, wherein the first and second links comprise uniform resource locators (URLs).
5. (original) The method of claim 1, wherein the first trigger comprises a first message.

6. (original) The method of claim 5, wherein replacing comprises:
substituting a second message for the first message.
7. (original) The method of claim 1, wherein the first trigger relates to enhanced content for a first language and the second trigger relates to enhanced content for a second language.
8. (original) The method of claim 1, wherein the first trigger relates to enhanced content for a first geographic location and the second trigger relates to enhanced content for a second geographic location.
9. (original) The method of claim 1, wherein the first trigger relates to enhanced content for a first ethnicity and the second trigger relates to enhanced content for a second ethnicity.
10. (original) The method of claim 1, wherein the first trigger relates to enhanced content for a first religion and the second trigger relates to enhanced content for a second religion.
11. (original) The method of claim 1, wherein the first trigger relates to content of a national interest and the second trigger relates to content of a local interest.

12. (original) The method of claim 1, wherein the second trigger contains directed advertising related to the first trigger.

13. (original) The method of claim 1, wherein the first trigger is embedded into the television broadcast by one selected from a group consisting of a producer, a broadcast network, a studio, and a cable operator.

14. (original) The method of claim 1, wherein the second trigger is identical to the first trigger.

15. (original) The method of claim 1, wherein the second trigger comprises at least a portion of the first trigger.

16. (original) The method of claim 15, wherein the portion is a URL.

17. (original) The method of claim 15, wherein the second trigger further comprises supplemental enhanced content appended to the first trigger and wherein the second trigger is configured to provide a choice between enhanced content and supplemental enhanced content for display on the interactive television system.

18. (currently amended) A method for blocking access to selected enhanced content during a television broadcast, the method comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast;

removing the first trigger from the television broadcast; and

sending the television broadcast to an interactive television system of a customer without replacing the first trigger with a second trigger.

19. (currently amended) A system for modifying enhanced programming for an interactive television system, the system method comprising:

a trigger interception component configured to intercept a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast; and

a trigger replacement component configured to replace the first trigger with a second trigger if permitted by pre-selected customer preferences and sending the second trigger to the interactive television system with the television broadcast .

20-35 (canceled).

36. (new) The method of claim 18, wherein the intercepting and removing steps are only performed for selected customers.

37. (new) The method of claim 18, further comprising:

storing filtering criteria for determining whether a particular trigger should be blocked; and

determining that the first trigger should be blocked based on the filtering criteria.

38. (new) The method of claim 37, wherein the filtering criteria include blocking a trigger for a commercial that is foreign to a viewing area of the customer.

39. (new) The method of claim 37, wherein the filtering criteria include blocking all triggers of a particular type.

40. (new) The method of claim 39, wherein at least one type of trigger to block includes interactive commercials.

41. (new) The method of claim 18, wherein the intercepting and removing steps are performed responsive to pre-selected customer preferences.

42. (new) A method for modifying enhanced programming for an interactive television system, the method comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast and comprising a first link;

creating a second trigger by appending a second link to the first link; and

replacing the first trigger with the second trigger within the television broadcast.

43. (new) The method of claim 43, further comprising adding a mechanism to the second trigger for providing a customer with a choice between the first link and the second link.